

WHAT IS CLAIMED IS:

1. A method for improving the performance that may be achieved by a consumer using a fabric wrinkle control composition, the method comprising the steps of:

- providing an aqueous wrinkle control composition, said composition providing wrinkle control in fabrics without the application of heat to the fabrics; and
- providing information to a consumer concerning the use of the composition to control wrinkles.

2. The method of claim 1, wherein the composition comprises an organic solvent that is less than about 15% by weight of the composition.

3. The method of claim 2 wherein said solvent is water soluble and/or water miscible.

4. The method of claim 2, wherein the composition comprises an organic solvent that is less than about 7% by weight of the composition.

5. The method of claim 3, wherein the composition comprises an organic solvent that is less than about 5% by weight of the composition.

6. The method of claim 2, wherein said solvent has less than about 10 carbon atoms and is selected from the group consisting of alcohol, diol, polyol, and mixtures thereof.

7. The method of claim 2, wherein said composition has a flash point of greater than about 60 °C.

8. The method of claim 1, wherein the composition has a uniform composition when at rest.

9. The method of claim 1, wherein the composition comprises a perfume.

10. The method of claim 1, wherein the composition comprises a starch.

11. The method of claim 1, wherein the composition is provided in a container and the information is provided as a set of instructions associated with the container.

12. The method of claim 1, wherein the information provided to the consumer concerns the capacity of the composition to remove wrinkles from fabric.

13. The method of claim 1, wherein the information provided to the consumer comprises instructions for using the composition to control wrinkles.

14. The method of claim 13, wherein the instructions for using the composition comprise the steps of applying the composition to a fabric and manipulating the fabric to remove wrinkles and allowing the treated fabric to dry.

15. The method of claim 14, wherein the instructions comprise the instruction to use a device to dry the fabric with a stream of dry air.

16. The method of claim 14, wherein the fabric is manipulated by hand.

17. The method of claim 16, wherein fabric manipulation comprises pulling, tugging, shaking, snapping, smoothing, pressing the fabric between the hands, or a combination thereof.

18. The method of claim 16, wherein the instructions comprise an instruction to pinch challenge areas of the fabric between fingers and pull to apply extra smoothing force or reinforce creases, said challenge areas comprising intentional creases, pleats, collars, plackets, hems, embroidery, ruffles, appliqués, additional fabric decorations, and/or cuffs.

19. The method of claim 1, wherein the information provided to the consumer concerns fabric care benefits other than wrinkle control that can be derived through use of the composition.

20. The method of claim 19, wherein the said information further concerns fabric care benefits other than wrinkle which are derived through using the composition as a substitute for the laundry process.

21. The method of claim 19, wherein said fabric care benefits comprise softening, refreshing between launderings and after storage, removing malodor, adding fragrance, protecting fabric fibers from damage, increasing the lifetime of fabrics, providing color care, preserving fabric integrity, antimicrobial or antibacterial protection, insect repellence, water repellence, improved water transport or breathability, preserving fabric shape, anti-shrinkage, maintaining the original or natural texture or feel of the garment, static control, or a combination thereof.

22. The method of claim 1, wherein the information provided to the consumer identifies individuals who can safely and effectively use the composition.

23. The method of claim 22, wherein the individuals who can safely and effectively use the composition comprise any member of the consumer's household or organization, children, the elderly, travelers, the physically challenged, handicapped, students, consumers having busy lifestyles, consumers having physically active lifestyles, consumers living in small domiciles, and consumers with limited incomes.

24. The method of claim 1, wherein the information provided concerns the use of the composition for commercial and institutional applications.

25. The method of claim 24, wherein the commercial and institutional applications comprise commercial laundry and dry cleaning operations, hotels, motels, clothing retailers, spas, hair salons, beauty salons, fabric stores, cruise ships, tailor or alterations businesses, hospitals, and uniform rental businesses.

26. The method of claim 1, wherein the information is provided to the consumer through product demonstrations, consumer testimonials, sensory media presentations, and combinations thereof.

27. The method of claim 26, wherein the information is provided to the consumer through a product demonstration comprising a live demonstration

incorporating direct contact with the consumer, a demonstration for surrogates, or combinations thereof.

28. The method of claim 27, wherein the demonstration is from about 5 seconds to about 30 minutes in length.

29. The method of claim 28, wherein the demonstration is from 30 seconds to about 20 minutes in length.

30. The method of claim 29, wherein the demonstration is from about 1 minute to about 10 minutes in length.

31. The method of claim 26, wherein the information is provided through a sensory media presentation utilizing electronic media, print media, or combinations thereof.

32. The method of claim 31, wherein the electronic media used in the sensory media presentation comprise radio and television broadcast media, a computer network, recorded audio and visual media, or a combination thereof.

33. The method of claim 31, wherein the sensory media presentation is at least about 10 seconds in length.

34. The method of claim 1, wherein the information is provided to the consumer through a product demonstration of at least about 5 seconds in length together with an sensory media presentation lasting at least about 10 second in length.

35. The method of claim 34, wherein the said product demonstration incorporates direct contact with the consumer.

36. The method of claim 34, wherein the sensory media presentation is selected from the group consisting of: video tape presentation, computer presentation, computer overhead projection presentation, and combinations thereof.

37. The method of claim 27, wherein the live demonstration comprises demonstrating the wrinkle controlling effect of the composition on a fabric sample selected from garments, swatches of fabric, household fabrics, and combinations thereof.

38. The method of claim 11, wherein the container is a spray dispenser.

39. The method of claim 38, wherein the spray dispenser is selected from the group consisting of pump sprayer, aerosol sprayer, trigger sprayer, pre-compression sprayer, and non-manually powered sprayer.

40. The method of claim 38, wherein when the said spray dispenser is a trigger sprayer, instructions comprise and instruction to pull the triggering mechanism in full strokes.

41. The method of claim 1, wherein the information comprises an instruction to treat fabrics with the composition to prepare the fabrics for use or reuse as a substitute process for laundering.

42. The method of claim 1, wherein the information comprises an instruction to treat the fabric with the composition after improper storage.

43. The method of claim 42, wherein said improper storage comprises: fabrics kept in the dryer too long after the drying cycle has finished; fabrics stored in compressed conditions, comprising trunk, suitcase, clothes valet, drawer, tight closet, tight armoire; fabrics not folded; fabrics not hung; fabrics left in a pile; fabrics left in laundry basket to prepare fabrics for use or reuse; fabrics laundered in washer with spin cycle set at high speed; and combinations thereof.

44. The method of claim 14, wherein said instructions comprise an instruction to treat fabric with from about 1% about 300% by weight of fabric of the wrinkle composition.

45. The method of claim 13, wherein the instructions comprise an instruction to apply the composition evenly over the fabric.

46. The method of claim 38, wherein the composition is to be applied evenly by spraying the composition on the fabric utilizing a sweeping motion.

47. The method of claim 13, wherein the instructions comprise an instruction to apply the composition more heavily over the more wrinkled area.

48. The method of claim 38, wherein said instruction comprises a direction to spray fabric from a distance of from about 2 inches to about 40 inches.

49. The method of claim 48, wherein said instruction comprises a direction to spray fabric from a distance of from about 6 inches to about 12 inches.

50. The method of claim 14, wherein the composition is to be applied to the fabric while the fabric is suspended, while the fabric rests on a relatively flat surface, or while the fabric is being used for its intended purpose.

51. The method of claim 50, wherein said fabric is suspended from a clothesline or on a hanger.

52. The method of claim 1, wherein the composition is provided by offering said composition for sale.

53. The method of claim 52, wherein said information is provided to aid the consumer in achieving an improved performance level.

54. The method of claim 52, wherein said information is provided to encourage the consumer directed to incorporate product usage into daily habits.

55. The method of claim 52, wherein said information is provided to the consumer to convince the consumer that product performance is genuine.

56. The method of claim 52, wherein said information is provided to instruct the consumer in the plurality of product uses.

57. The method of claim 52, wherein the composition is provided in a plurality of formulations to address individual consumer needs and/or preferences.

58. The method of claim 57, wherein the formulations contain different fragrances.

59. The method of claim 52, wherein the composition is provided at points of distribution that are atypical for fabric care products.

60. The method of claim 59, wherein said points of distribution comprise hotels, motels, resorts, rental property, kiosks, vending machines, laundromats, drycleaners, shopping malls, clothing retailers, airports, bus stations, train stations, car rental agencies, travel agencies, gift shops, computer networks, college campuses, bookstores, spas, hair salons, beauty salons, fabric stores, cruise ships, automotive products stores, sites providing tailoring and alteration services, day care centers, hospitals, assisted living centers, gyms, workout or fitness training centers, uniform retail or rental sites, community centers, clubs, camping products stores, and/or travel products stores.

61. The method of claim 60, wherein the composition is provided through a gift shop and is packaged for specific consumer segments.

62. The method of claim 52, wherein the information provided concerns the use of the composition in commercial and institutional applications.

63. The method of claim 62, wherein the commercial and institutional applications comprise commercial laundry and dry cleaning operations, hotels, motels, clothing retailers, spas, hair salons, beauty salons, fabric stores, cruise ships, tailor or alterations businesses, hospitals, and uniform retail or rental businesses, day care centers, assisted living centers, fabric manufacture, gyms, workout or fitness centers.

64. The method of claim 52, wherein the information is provided to the consumer through product demonstrations, consumer testimonials, sensory media presentations, and combinations thereof.

65. The method of claim 64, wherein the information is provided to the consumer through a product demonstration comprising a live demonstration

incorporating direct contact with the consumer, a demonstration for surrogates, or combinations thereof.

66. The method of claim 64, wherein the demonstration is from about 5 seconds to about 30 minutes in length.

67. The method of claim 64, wherein the information is provided through a sensory media presentation utilizing electronic media, print media, or combinations thereof.

68. The method of claim 67, wherein the electronic media used in the sensory media presentation comprise radio and television broadcast media, a computer network, recorded audio and visual media, or a combination thereof.

69. The method of claim 64, wherein the sensory media presentation is at least about 10 seconds in length.

70. The method of claim 52, wherein the information is provided to the consumer through a live product demonstration of at least about 5 seconds in length together with an sensory media presentation lasting at least about 15 second in length.

71. The method of claim 70, wherein the sensory media presentation is selected from the group consisting of: video tape presentation, computer presentation, computer overhead projection presentation, and combinations thereof.

72. The methods of claim 52, wherein said composition is additionally promoted or marketed through, advertisements, co-marketing, the use of endorsements, door-to-door sales, level marketing programs, computer networks, sponsorships, contests, rewards programs, or combinations thereof.

73. The method of claim 72, wherein the said rewards program comprises providing wrinkle control composition to 'early adopters' and encouraging said early adopters to promote said composition.

74. The method of claim 72, wherein the endorsement is from an organization protecting and/or promoting the interests of people with physical

challenges, the handicapped, the elderly, parents, students, youth, travelers, people with busy lifestyles, people with physically active lifestyles, people living in small domiciles, people who are changing domiciles, people with limited incomes, organizations promoting safety, or a combination thereof.

75. The method of claim 72, wherein the composition is co-marketed with laundry products, fabric care products, automotive products, home care products, products for organizing space, products for a physically active lifestyle, products for improving appearance, style, or fashion camping products, travel products, fabric articles, as part of a gift package, and combinations thereof.

76. The method of claim 75, wherein the said gift pack is directed to particular consumer segments.

77. The method of claim 73, wherein sponsorships are provided for events, academic programs, clubs, organizations, support groups or a combination thereof.

78. The method of claim 77, wherein said events comprise entertainment events and performances, sports events, fashion and style-related events, product shows, political rallies and gatherings, festivals or a combination thereof.

79. The method of claim 73, wherein rewards programs comprise inducements for consumers to do one or more of the following; recommend and promote use of the composition to additional consumers, educate additional consumers to achieve increased performance using the composition, educate additional consumers on methods of incorporating composition into daily habits, and educate additional consumers to provide education to additional consumers.

80. The method of claim 79, wherein said inducements comprise monetary remuneration, conferring of prestige or recognition, providing discounts on goods and services, gifts, accruing credit towards receiving monetary remuneration or gifts, and combinations thereof.